



DEPARTMENT OF THE NAVY
OFFICE OF THE CHIEF OF NAVAL OPERATIONS
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WASHINGTON, DC 20350-2000

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OPNAV NOTICE 5305

From: Chief of Naval Operations
To: All Ships and Stations (less Marine Corps field addressees not having Navy personnel attached)

Subj: 2004 CHINFO MERIT AWARDS

Ref: (a) SECNAVINST 5720.44A

Encl: (1) Chief of Information (CHINFO) Merit Awards Program
(2) Thomas Jefferson (TJ) Awards Official Entry Form
(3) Sample Authorization Letter
(4) Print Categories and Entry Specifications
(5) Broadcast Categories and Entry Specifications
(6) Category M Background Paper
(7) Sample Broadcast Products and Air History

1. Purpose. To describe in detail the Chief of Information (CHINFO) Merit Awards and issue guidelines for participation.

2. Background. The basic objective of the awards discussed in reference (a) is to recognize exemplary achievements in internal media products by Navy commands and individuals. First Place CHINFO Merit Award winners, except those in Navy-unique categories, will be forwarded to compete in the interservice competition, the Thomas Jefferson Awards, sponsored by the Office of the Assistant Secretary of Defense for Public Affairs (OASD(PA)).

3. Action. Addressees are requested to disseminate the information contained in this notice as appropriate. Entries should be submitted in accordance with the guidelines in enclosures (1) through (5).

4. Report. The reporting requirement contained herein is exempt from reports control by SECNAVINST 5214.2B.

T. L. McCREARY
Rear Admiral, U.S. Navy
Chief of Information

Distribution:
Electronic Only, Via Navy Directives Website
<http://ned.s.dla.mil>

CHINFO MERIT AWARDS PROGRAM

1. Background. The annual CHINFO Merit Awards Program recognizes outstanding achievements in internal media products produced by Navy commands and individuals. The program is coordinated by the Naval Media Center. First-place CHINFO Merit Award entries, with the exception of those in Navy-unique categories, will be forwarded to the Defense Information School for further competition as official Navy entries in the Department of Defense Thomas Jefferson Awards contest.

2. Significant Program Changes. In the print categories, with the exception of those submitting publications for awards, entries will be submitted on a Compact Disc (CD) in .pdf, .jpg and .txt files. There is one significant change to eligibility as follows: Photographer's Mate and Journalist ratings are not eligible to enter Categories L and M, Contributions by a Contractor/Stringer. There are two significant broadcast category changes as follows: inclusion of "Television Newsbreak Category K" and "Outstanding New Broadcaster Category N."

3. Entry Dates. Print/broadcast entries must be received no later than 25 February 2005. Judging is 28 February - 18 March 2005. Winners will be announced via message and placed on the Naval Media Center website at: www.mediacen.navy.mil on or about 01 April 2005.

4. Categories. A detailed description of each category listed below is contained in enclosures (4) and (5). The following are categories for which CHINFO Merit Awards will be presented:

a. Print Media: Metro Format Newspaper; Tabloid Format Newspaper; Magazine Format Publication; Newsletter Format Publication; News Article; Feature Article; Commentary; Sports Article; Series; Stand-Alone Photograph; Photojournalism; Contribution by a Contractor/Stringer (Writer); Contribution by a Contractor/Stringer (Photographer); Outstanding Flagship Publication; Outstanding Flagship Writer; Web-based Publication; Outstanding New Writer; Department of Navy Print Journalist of the Year; Art/Graphics in Support of a Publication; Family gram; Cruise book; Internal Publication for a Specific Audience.

b. Broadcast Media: Radio Entertainment Program; Radio Spot Production; Radio Report; Radio Newscast; Radio Information Program; TV Information Program; TV Spot Production; TV Report; TV Feature Report; Local TV Newscast; Regional TV Newscast; Television Newsbreak; Command Information Campaign; Department of the Navy Outstanding New Broadcaster; Department of Navy Broadcast Journalist of the Year; Outstanding Flagship Television Program; SITE TV Newscast; SITE TV Spot Production; SITE Open.

Enclosure (1)

5. Eligibility

a. All Department of Navy (DON) active duty, reservists and civilian personnel are eligible to compete. Members of other services are not eligible to compete in any individual categories. Civilian Enterprise (CE) newspaper contractor personnel as well as civilian stringers for a Navy-Funded or CE publication may compete only in the Contribution by a Contractor/Stringer (Writer) and (Photographer) categories.

b. Department-level publications and professional or technical publications such as **Naval Aviation News**, **Surface Warfare**, **Navy Recruiter**, **Fathom**, **Approach** and **Civil Engineer** may compete only in Navy-unique category V, Internal Publication for a Specific Audience.

c. DON personnel assigned to the Office of the Secretary of Defense or its elements and **Stars and Stripes** newspapers are not eligible.

d. Navy staff members of unified command publications, with the exception of those assigned to **Stars and Stripes**, may enter the individual print categories. If the Unified Command newspaper is funded or sponsored by a Navy command, its publication may be entered in the appropriate publication category.

e. DON personnel assigned to **All Hands Magazine** may compete only in print Category O, Outstanding Flagship Writer and Category R, Department of Navy Print Journalist of the Year.

f. DON personnel assigned to **Navy/Marine Corps News** may enter broadcast Category M, Department of Navy Broadcast Journalist of the Year and not more than four additional categories.

g. All entries must have been published/aired during calendar year, 1 January 2004 through 31 December 2004.

h. In the print categories, entry tearsheets from publications such as **Navy Times**, **The Washington Post** or **Stars and Stripes** are ineligible. Entry examples may only come from official or authorized Navy publications.

i. The following media are not eligible to enter the awards program: civilian enterprise base guides and directories, publications and productions funded by nonappropriated funds; educational and training films and commercially produced, contracted and mixed productions, e.g., part in-house and part commercial contract productions.

6. Entries

a. Entries must be authorized products prepared for internal information purposes and produced, published or broadcast during the current contest year. Entries will not be returned. Entries must be received at the Naval Media Center no later than 25 February 2005. Late or incomplete entries will be disqualified.

b. All entries must contribute to the internal information objectives of the Navy and meet the highest standards of production, execution and professional excellence. Products should convey information that helps DON personnel succeed in their jobs and missions, or information that conveys to military people and their families the rules and survival tools needed to succeed personally in the Department of Navy.

c. No single entry may be submitted in more than one category with the following exceptions: entries to other categories may be submitted as part of the broader requirements for entry in the DON Print and Broadcast Journalists of the Year and Command Information Campaign categories.

d. Individuals are limited to one entry per category. (For example, JO3 Mary Doe may enter Feature Article, News Article, Photojournalism, etc., but she may only enter each of those categories once.) Units may enter unit categories once. No entries may be submitted in more than one category with the exception of those stated in paragraph c.

e. Contact JOCS James Slater, Naval Media Center, DSN 288-0699, commercial (202) 433-0699 or e-mail slater@mediacen.navy.mil with questions concerning print categories.

f. Contact Ms. Jennifer Braden, Naval Media Center, DSN 288-3485, commercial (202) 433-3485 or e-mail braden@mediacen.navy.mil with questions concerning broadcast categories.

7. Judging. The Naval Media Center will select a qualified team of judges for the CHINFO Merit Awards competition. Entries will be judged on professional excellence, originality, appeal to target audience and support of DOD and DON internal information themes and objectives.

a. Print Media judges will adhere to the following standards and criteria:

(1) Judges may select a first, second, third and honorable mention in each category or, if quality is less than exceptional, make no award. In the Print Journalist of the Year and Outstanding New Writer, judges may select one overall winner and one honorable mention only.

(2) Publications will be judged on the following elements: editorial mix, quality of writing, layout/design, graphics and photos and editing. Individual writing entries will be judged on the following general elements: originality, clarity, accuracy, organization, grammar and spelling.

(3) Photography entries will be judged on the following general elements: originality, technical elements, composition, impact and how well the photography tells a story or supports a story or theme.

b. Broadcast judges may select a first, second, third and honorable mention in each category or, if quality is less than exceptional, make no award. In the Broadcast Journalist of the Year category judges may select one overall winner and one honorable mention only.

c. Broadcast judges will use five criteria to select winning entries in all categories, except the Command Information Campaign, Outstanding New Broadcaster and Broadcast Journalist of the Year categories, which have a sixth criterion:

(1) Internal Information/Value to Viewer - Does the information apply to the audience? Is the message important for the audience to hear?

(2) Script/Message Effectiveness - How well is it written? Is the message clear?

(3) Technical Quality - Are the video, audio, levels, lighting and editing well-done?

(4) Voice/Diction/Camera Presence - How well does the announcer/newscaster interpret the script and clearly enunciate? How well do the announcers present themselves?

(5) Creativity - Is the presentation original? How effectively do the various elements work together?

(6) Diversity (Categories M, N and O) - Does the individual nominated have the ability to perform well in all aspects of broadcasting (i.e., writing, editing, announcing, producing, directing, etc.)? Does the nomination package for Command Information Campaign include a variety of products for the campaign?

8. Awards

a. By type, the following categories of awards are established: individual and unit.

(1) First Place winners in each category will receive a Letter of Commendation and certificate of merit from CHINFO.

(2) Second, Third and Honorable Mention winners in each category will receive a Letter of Commendation from Commanding Officer, Naval Media Center and certificate of merit from CHINFO.

b. While there is no arbitrary limit placed on the number of individuals who may be listed as contributors to a unit entry, commands should limit the submission to those who significantly contributed to the product.

9. Mailing Procedures

a. Mail print entries to:

Naval Media Center
Attn: JOCS James Slater
2713 Mitscher Road SW
Anacostia Annex, D.C. 20373-5819

b. Mail broadcast entries to:

Naval Media Center
Attn: Ms. Jennifer Braden
2713 Mitscher Road SW
Anacostia Annex, D.C. 20373-5819

c. Please use a carrier such as Federal Express, Airborne Express or United Parcel Service. Check packages before mailing. Each year, entries are disqualified because enclosures were forgotten. Overseas commands should allow time for mail to reach the Washington, D.C. area. Entries must reach Naval Media Center by 25 February 2005. Entries received after the deadline will be disqualified.

DEPARTMENT OF DEFENSE
THOMAS JEFFERSON AWARDS PROGRAM
Official Entry Form
(PLEASE PRINT OR TYPE)

SERVICE SUBMITTING ENTRY: (Circle One) USA USN USAF USMC USCG

MEDIUM: (Circle One) PRINT BROADCAST

TYPE OF AWARD: (Circle One) UNIT INDIVIDUAL

CATEGORY: _____

CATEGORY TITLE: _____

ENTRY TITLE: _____

AIR DATE: _____ LOCATION: _____

UNIT POC: Rank, Name, Branch of Service, Position Title (Public Affairs Officer, Editor, Station Manager), Email Address, Phone number.

SUBMITTING UNIT: Unit name and complete mailing address, DSN & Commercial Phone #s and Fax #s

Provide the following information as it should appear on the plaque or award certificate. All individuals must be identified by Rank, Name, and Branch of Service. Additionally, provide gender of contributor (data is needed for preparation of winners' letters of commendation).

CONTRIBUTORS:	M/F	PLAQUE SHOULD BE ISSUED TO:
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	UNIT/DUTY SECTION:
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Supervisor's Signature

Entry Form Specifications

1. The Department of Defense Thomas Jefferson Awards Program Official Entry Form should be used for all CHINFO Merit Awards entries. This allows DON first place winners in all categories, but Navy-unique, to be forwarded to DOD with minimum additional paperwork.
2. All blanks on the form should be completed.
3. Circle your service.
4. Within "Medium," circle either "Print" or "Broadcast."
5. Next to "Category," write in category letter.
6. Next to "Category Title," write the name of the category as reflected by the letter in the previous line. This is merely a confirmation that you have entered the correct category. For example: Category Title: Family gram, Large.
7. Next to "Entry Title," include as appropriate, the name of your newspaper, story, radio show, family gram, etc.
8. Next to "Published or Aired Date," include the first date the product was published, broadcast or cablecast to the internal audience. At a minimum, the month and year must be provided.
9. Next to "location," include the location of the broadcast or cable stations that aired the product the first time it aired for the internal audience. The broadcast or cable station name and its location (e.g., Naval Media Center Broadcast Detachment Sigonella) must be included. If the program aired on a military web page, provide the web address and server location.
10. "Email:" Self-explanatory.
11. "Unit POC:" Self-explanatory.
12. "Submitting Unit:" Complete command address including whether Commander, Commanding Officer or Officer-in-Charge.
13. "Contributor(s):" Include full rank such as Journalist 1st Class or Chief Photographer's Mate, etc. Also include whether USN, USNR, etc.
14. Ensure copies of completed entry forms are attached to **all** entries, including publication categories. Original entry forms should be stapled to the submission cover letter.

SAMPLE COVER LETTER
Department of the Navy
ATTACK SQUADRON 00
NAVAL AIR STATION NAVYTOWN
NAVYTOWN USA 01010-1234

5305
Ser 111/
Date

From: Commanding Officer, Attack Squadron 00
To: Commanding Officer, Naval Media Center

Subj: CY 2004 CHINFO MERIT AWARDS

Ref: (a) OPNAVNOTE 5305

Encl: (1) Entry form and entry package for Print Category A
(2) Entry form and entry package for Print Category F
(3) Certificate of Authenticity for Print Category F

1. Per reference (a), enclosures (1) through (3) are submitted.
Point of contact is JO2 I. M. Sailor, COMM (555) 555-5555 or DSN
555-5555. Email address: Sailor@underway.navy.mil.

2. The address of next senior command is:

Commander, High Seas East Atlantic
Naval Station
Norfolk, VA 10101-1100

J. P. JONES

Enclosure (3)

PRINT CATEGORIES AND ENTRY SPECIFICATIONS

CONTENTS

- I. Entry Form
- II. Cover Letter
- III. Publication Categories and Specifications
- IV. Contribution by a Newspaper Contractor/Stringer (Writer)
- V. Contribution by a Newspaper Contractor/Stringer (Photographer)
- VI. Outstanding Flagship Publication
- VII. Outstanding Flagship Writer
- VIII. Web-based Publication
- IX. Department of the Navy Outstanding New Writer
- X. Department of Navy Print Journalist of the Year
- XI. Navy-unique Categories

I. Entry Form

a. Use a clean copy of enclosure (2), page 1, Department of Defense Thomas Jefferson Awards entry form as the CHINFO Merit Awards entry form.

b. Type or print the information. Spell out full ranks, names, organization and complete address, including email. Avoid acronyms.

c. Be sure to submit the original entry form as an enclosure to the authorization letter.

II. Cover Letter

a. Enclosure (3) is a sample cover letter. All entries may be submitted under one cover letter. List as many enclosures as required.

b. Enclose a Certificate of Authenticity for individual print category entries without bylines. This certificate is a dated memo signed by the public affairs officer or officer-in-charge stating the submission to be the entrant's work.

c. Include a point of contact, phone number and email address.

d. Cover letter must be dated, serialized and signed by the commander, commanding officer, officer-in-charge, public affairs officer or a person with "by direction" authority.

III. Publication Categories

a. **Metro Format Newspaper, Category A.** Funded or Civilian Enterprise (CE) newspaper.

b. **Tabloid Format Newspaper, Category B.** Funded or Civilian Enterprise (CE) newspaper.

c. **Magazine Format Publication, Category C.** This category applies to a Funded or Civilian Enterprise (CE) publication bound in a magazine format generally characterized as 8-1/2 X 11 inches in size and saddle-stitched (two staples in the spine). **A command may elect to enter its family gram in this category provided the mandatory issue and issue of choice requirements can be met. If the family gram is entered in Category C, it may not be entered in a family gram category.** This category excludes departmental magazines such as *Naval Aviation News*, *Surface Warfare*, *All Hands Magazine*, *Civil Engineer*, etc.

d. **Newsletter Format Publication, Category D.** This category applies to a Funded or Civilian Enterprise (CE) publication bound with a staple in the upper left-hand corner and generally characterized as 8-1/2 X 11 inches in size. **A command may elect to enter its family gram in this category provided the mandatory issue and issue of choice requirements can be met. If the family gram is entered in Category D, it may not be entered in a family gram category.**

e. Specifications for the Categories A, B, C & D.

(1) Submit **two** issues published during calendar year 2004. One issue must be dated 12 March 2004, or if no issue was published on that date, submit the issue published immediately **prior** to 12 March 2004. If the publication frequency is monthly, submit the March 2004 issue. The second issue submitted should be chosen by the newspaper staff.

- (2) Paperclip copy of entry form to submission.
- (3) Submit original entry form as a separate enclosure with cover letter.
- (4) Type of award: "unit."
- (5) Differences in products due to non-editorial considerations, such as full color printing, advertisements, coated stock, etc., will not be considered during judging.
- (6) Winners will be contacted via email shortly after Categories A, B, C and D have been judged. At that time, each winner will be required to forward four additional copies of each edition to Naval Media Center.

f. Individual Writing Categories

- (1) There are four categories.
 - (a) **News Article, Category E.** A straight/hard news story about a newsworthy event that took place within the publication cycle of the issue of the newspaper in which it appeared.
 - (b) **Feature Article, Category F.** A human interest story on any subject relevant to the military community. Feature subjects may include, but are not limited to, personality, travel, sports or seasonal.
 - (c) **Commentary, Category G.** Regularly published columns, general commentary, observations and other opinion-type print products.
 - (d) **Sports Article, Category H.** A straight news story about a sporting event that took place within the publication cycle of the issue of the newspaper in which it appeared. Sports features must be entered as feature articles in Category F.

g. Specifications for Categories E, F, G and H.

- (1) Each entry must be submitted on its own CD. Do not submit multiple articles from an individual or a command on a single CD.
- (2) Each submission must be on a CD in .txt format together with a .pdf file of the originally published article. Electronic versions must be identical to original published products, with no further editing or embellishments applied.

(3) Article must be bylined or include a certificate of authenticity from the public affairs officer.

(4) Photos and line art must be deleted.

(5) Submit entry form with cover letter.

(6) Type of award: "individual."

h. **Series, Category I.** An entry must include two or more feature articles dealing with a common theme. The articles must be clearly identified in the original publication as parts of a defined series of articles, which appeared sequentially in two or more editions of the publication. An entry should follow the same specifications as provided for categories E, F, G and H, except that it may be submitted as a unit award where more than one individual has contributed to the series.

IV. Individual Photography Categories

a. There are two categories.

(1) **Stand-Alone Photograph, Category J.** An entry must be a published, stand-alone photo with outline.

(2) **Photojournalism, Category K.** An entry must contain two or more photographs with cut lines and story by the same individual.

b. Specifications for Categories J and K.

(1) Each submission must contain the following on a single CD:

(a) Submit file in .pdf format of one article or stand-alone photo from an original publication. Do not submit a photocopy or original photography.

(b) Submit photo(s) in .jpg format

(c) Submit article .txt format.

(d) Submit outline(s) in .txt format

(2) Photos may not be submitted in more than one category.

(3) Article must be bylined, or include a certificate of authenticity from the responsible public affairs officer.

(4) Submit entry form with cover letter.

(5) Electronic versions must be identical to original published products, with no further editing or embellishments applied.

(6) Type of award: "individual."

IV. Contribution by a Contractor/Stringer (Writer), Category L.

This award recognizes a single outstanding contribution in writing (as defined in categories E through I) that has been prepared by an individual contract writer or stringer for a military publication. Journalists (JOs), Photographer's mates (PHs) and Department of Navy civilian employees serving in job series Writer/Editor may not enter this category.

V. Contribution by a Newspaper Contractor/Stringer (Photographer), Category M.

This award recognizes a single outstanding contribution in the photography categories (as defined in categories J and K) that has been prepared by an individual contract writer or stringer for a Navy newspaper. Photographer's Mates (PHs), Journalists (JOs) and Department of Navy civilian employees serving in job series Photographer may not enter this category.

a. Specifications for categories L and M.

(1) Each submission must contain the following elements on a single CD:

(a) File in .pdf format of one article or stand-alone photo from an original publication. Do not submit a photocopy or original photography.

(b) Photo(s) in .jpg format

(c) Article .txt format.

(d) Cutline(s) in .txt format

(2) Articles/photos may not be submitted in more than one category.

(3) Article must be bylined or include a certificate of authenticity from the responsible public affairs officer.

(4) Submit entry form with cover letter.

(5) Electronic versions must be identical to original published products, with no further editing or embellishments applied.

(6) Type of award: "individual."

VI. Outstanding Flagship Publication, Category N. This award recognizes the overall excellence of the flagship publications at the DOD Thomas Jefferson Awards. It applies to the following magazines only: **All Hands Magazine, Airman, Soldiers, Marines and Coast Guard.** Submit two editions--one must be the March 2004 edition. The magazine staff should choose the second edition.

VII. Outstanding Flagship Writer, Category O. This award recognizes the outstanding writer from *All Hands Magazine*. Entries must include three different stories, which were published in *All Hands Magazine* during calendar year 2004. Specifications should follow those required in categories E, F, G and H.

VIII. Web-based Publication, Category P. A publication on the Internet or an intranet, usually ".mil" domain, that graphically presents news and information targeted for an internal audience. Content and design must be produced primarily by DON public affairs personnel. Publications to be judged must conform to Department of Defense and Department of Navy internal information, security review, and web instructions and regulations.

a. Specifications for Category P.

(1) Complete the entry form (enclosure 2) and provide the publication URL and any necessary logon information.

(2) The publication must have been in existence for a minimum of 3 months during the contest year and must be updated on a regular schedule (e.g., daily, weekly, etc.)

(3) The publication will be judged as it exists and operates on the date that judging takes place

(4) Type of award: "unit."

IX. Department of the Navy Outstanding New Writer, Category Q. This award recognizes individuals with little journalism experience whose work shows great talent and promise. The category is open only to active duty enlisted personnel who have 2 years or less experience in the journalism career field as of 31 Dec 2004. Specifications are the same as for Category R below.

X. Department of Navy Print Journalist of the Year

a. Department of Navy Print Journalist of the Year, Category R.

This award recognizes the individual who best exemplifies the highest standards of military print journalism through writings in a spectrum of categories of internal information.

b. Specifications for Categories Q and R.

(1) The entry must include at least one story in three of the five writing categories (E, F, G, H and I) -- for example, two sports stories, two feature articles and one commentary. Clearly label the article on the entry form, i.e., "Protector of the Trees"-Feature Article, "Softball Season"-Sports Article, etc.

(2) On a single CD, submit five .pdf files of examples from original publication. Do not use photocopies. Also submit stories without photos in .txt format. Electronic versions must be identical to hard-copy products, with no further editing or embellishments applied.

(3) Must be bylined or include a certificate of authenticity from the public affairs officer.

(4) Submit original entry form as a separate enclosure with cover letter.

(5) Include an endorsement letter from the commander, commanding officer, officer-in-charge or public affairs officer.

(6) Submit a one-page biographical sketch.

(7) Include an official Navy portrait on the CD in a .jpg format.

(8) Type of award: "individual."

XI. Navy-unique Categories

a. Art/Graphics in Support of a Publication, Category S. An entry may be computer-generated or produced through traditional means, to include drawing, painting or airbrushed art that supports a story or a theme (includes cartoon art). The supported story must be submitted, but will not be judged.

(1) Do not submit a photocopy or original artwork.

(2) Submit one example from an original publication on a single CD in a .pdf file. Also include the graphic file in .jpg format.

(3) Submit original entry form with cover letter.

(4) Type of award: "individual."

b. **Family gram, Categories T1 and T2.** There are two categories, Category T1 (small commands-fewer than 500 persons) and Category T2 (large commands-more than 500 persons).

(1) Family grams must be from units which were deployed at the time of publication (ships, squadrons, detachments or battalions). The family gram is a means of keeping the family at the homeport informed of unit activities.

(2) **A command may enter its family gram in Categories C or D provided the mandatory issue and issue of choice requirements can be met. If a command elects to enter the family gram category, it may not enter the family gram in Categories C or D.**

(3) Enter one family gram distributed during deployment in the calendar year 2004.

(4) Paperclip copy of entry form to submission.

(5) Type of award: "unit."

c. **Cruisebook, Categories U1 and U2.** There are two categories, Category U1 (small commands-fewer than 500 persons) and Category U2 (large commands-more than 500 persons).

(1) Submit one copy of the unit's cruisebook. If a cruisebook was prepared during the previous fiscal year, it will be eligible if distributed during the award year.

(2) Indicate date of cruisebook distribution in the cover letter.

(3) Paperclip copy of entry form to the cruisebook.

(4) Submit original entry form as a separate enclosure with cover letter.

(5) Type of award: "unit."

d. *Internal Publication for a Specific Audience (Magazine Format), Category V.* This is a print media award for professional and technical publications such as *Naval Aviation News, Surface Warfare, Navy Recruiter, Fathom, and Civil Engineer.*

- (1) Submit one issue published during calendar year 2004.
- (2) Paperclip a copy of entry form to submission.
- (3) Submit original entry form as a separate enclosure with cover letter.
- (4) Type of award: "unit."

**BROADCAST CATEGORIES AND ENTRY
SPECIFICATIONS**

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- I. Entry Form
- II. Authorization Letter
- III. Broadcast Entry Packaging
- IV. Radio Categories & Specifications
- V. TV Categories & Specifications
- VI. Navy-Unique Categories

I. Entry Form

a. Use a clean copy of enclosure (2), page 1, Department of Defense Thomas Jefferson Awards entry form as the CHINFO Merit Awards entry form.

b. Type or print in the information. Spell out full names, ranks, organization and complete address where requested. Avoid acronyms.

c. Include a copy of the entry form with your submission. (do not attach entry forms to the outside of cassettes or place them inside cassette cases.)

d. Submit original entry forms as separate enclosures with cover letter.

II. Authorization Letter

a. Use enclosure (3) as a sample authorization letter. All entries may be submitted under one cover letter. List as many enclosures as required.

b. Entry letter must be dated, serialized and signed by the commander, commanding officer, public affairs officer, officer-in-charge or an individual with "by direction" authority.

c. All submissions must have been broadcast between 1 January 2004 and 31 December 2004.

Enclosure (5)

d. Overseas commands should allow time for mail to reach the Washington, D.C. area. Entries must be received no later than 25 February 2004. [(See enclosure (1), paragraph 9)].

III. Broadcast Entry Packaging

a. General Guidelines

(1) Entries in each category must be on separate media.

(2) All entries must be clearly identified with a label on both the entry outer case and on the media. Each media must also include an audio slug (radio) or video slate (TV). The following information must be included on the labels and slugs/slates:

- (a) Entry Category
- (b) Entry Title
- (c) Run Time
- (d) Submitting Organization
- (e) Primary Contributor

In the case of labeling the audiocassette, where space is limited, only the Title, Organization and Run Time need to be included. **NOTE: Categories M, N and O: provide initial slug/slate only, do not slug/slate between examples on the tape.**

(3) Music segments must be telescoped to 10 seconds or less.

(4) Non-AFRTS production facilities that use commercial music must conform to U.S. copyright laws. This includes written approval from the artist, music license agency, musicians' union, recording company and synchronization rights. News releases or features are exempt under the provisions of the Fair Use Doctrine.

(5) Two copies of the entry form must accompany each entry.

b. Audio Submissions

(1) Audio entries (except categories M, N and O) can be on an audiocassette or as a digital file on a compact disc. Mini-disc will not be accepted.

(2) Each cassette or disc must have, in the following order:

- (a) Audio slug
- (b) 2 seconds of silence
- (c) The entry

NOTE: For categories M, N and O: ensure there are 3 seconds of silence between each product example on the tape; do not include any further slugs between examples.

c. Video Submissions

(1) Video entries can be on any format of videotape or disc. Entries must have mixed audio tracks.

(2) Each entry must have, in the following order:

(a) 10-second video slate (those locations without a character generator may use video of the information written legibly on paper)

(b) 5 seconds of black

(c) The entry

(3) There must be 3 seconds of silence between video product for categories M, N and O.

(4) All tape submissions should be placed in a "protect" mode to prevent accidental erasure.

(5) Entrants must submit "as aired" copies of TV news/sports story submissions that include downstream fonts and graphics. Typed lead-ins/tags must be on the back of the entry form or on a separate sheet of paper. Do not include the on-camera studio talent lead with story submission.

IV. Radio Categories & Specifications

a. **Radio Entertainment Program, Category A.** On a single audiocassette or CD, enter one example of a regularly scheduled or special disc jockey program to include both a show open and close, telescope all non-local elements (maximum run time of 10 minutes).

b. **Radio Spot Production, Category B.** On a single audiocassette or CD, enter one spot not to exceed 60 seconds.

c. **Radio Report, Category C.** On a single audiocassette or CD, enter one example of a news, sports or feature story. Typed lead-ins/tags for submitted stories must be typed on the back of the entry form or on a separate sheet of paper. If the lead-in/tag is typed on a separate sheet, include the category, title and name of the contributor. Do not include the anchor's lead-in or tag.

d. **Radio Newscast, Category D.** On a single audiocassette or CD, enter one example of a newscast. Telescope any product within the newscast that is not provided by a military source.

e. **Radio Information Program, Category E.** On a single audiocassette or CD, enter one example of an information program. Telescope any product within the program that is not provided by a military source.

V. TV Categories & Specifications

a. **TV Information Program, Category F.** On a single tape, enter one example, limited to 60 minutes. Telescope any product within the program that is not provided by a military source. This category includes Commander's/Captain's Calls, magazine programs and documentaries.

b. **TV Spot Production, Category G.** On a single tape, enter one spot not to exceed 60 seconds.

c. **TV Report, Category H.**

(1) On a single tape, enter one example of either a news or sports story shot and produced within a 24-hour time period.

(2) Typed lead-ins/tags for submitted stories must be typed on the back of the entry form or on a separate sheet of paper. Do not include the anchor's studio lead-in/tag to the story on the tape.

(3) If the lead-in/tag is typed on a separate sheet, include the category, title and name of the primary contributor.

(4) If font information for the story is not on the entry, then it must be included with the entry on the lead-in/tag sheet.

d. **TV Feature Report, Category I.**

(1) On a single tape, enter one example of a news or sports feature that was shot and produced during a period greater than 24 hours.

(2) Typed lead-ins/tags for submitted stories must be typed on the back of the entry form or on a separate sheet of paper. Do not include the anchor's studio lead-in/tag to the story on the tape.

(3) If the lead-in/tag is typed on a separate sheet, include the category, title and name of the primary contributor.

(4) If font information for the story is not on the entry, then it must be included with the entry on the lead-in/tag sheet.

e. **Local TV Newscast, Category J.** On a single tape, enter one newscast. Telescope any product within the newscast that is not provided by a military source.

f. **Television Newsbreak, Category K.** On a single tape, enter one television newsbreak between 60 and 120 seconds.

g. **Regional TV Newscast, Category L.** On a single tape, enter one regional newscast. Telescope any product within the newscast that is not provided by a military source.

h. **Command Information Campaign, Category M.** Entries should consist of a maximum of 10 minutes of products in support of a specific local/regional command information campaign. Full service locations must send both radio and television products; radio-only locations send radio products.

(1) Include a two-page documentation package comprised of a background paper and broadcast products and air history sheet. The background paper should:

(a) Identify the individual or organization requesting the campaign.

(b) Identify the campaign's internal information objectives.

(c) Identify the target audience.

(d) Summarize actions taken to meet campaign objectives.

(e) Summarize the campaign results. Include information on other campaign efforts if they were run in cooperation or coordination with the station's campaign, such as the base PAO or any other organization's publicity efforts.

(2) Campaign start date and end date if applicable must be included in the run sheet.

(3) The Broadcast Products and Air History Sheet must include both the broadcast elements produced (spots, news stories, readers, interviews, special programs, etc.) and a brief air history summary. It may continue onto a second page if necessary.

(4) Most of the Command Information Campaign must have taken place during calendar year 2004. For example, if most of a safety holiday campaign takes place in December 2004 and continues into January 2005, it would fall into the 2004 awards.

(5) Each tape must include a runsheet indicating title, length and type of product such as spot, news, promo, etc., for each example on tape. Do not attach the run sheet to the entry media; it should be enclosed with the entry form.

i. **Department of the Navy Outstanding New Broadcaster, Category N.** This award recognizes Sailors working in broadcasting for less than two years. Judging specifications will be the same as for category O.

j. **Department of Navy Broadcast Journalist of the Year, Category O.** This award recognizes the individual whose products represent the highest standards of military broadcast journalism while communicating command information to the internal audience.

(1) Entrants may submit radio and television products that have been produced and aired during calendar year 2004. The broadcast date is the first day the product aired for an internal audience. All detachment members are eligible to compete. Detachments may nominate one individual.

(2) Total time will not exceed 15 minutes.

(3) Include a letter of nomination from your Commander, Commanding Officer or Officer in Charge. Include a one-page biographical sketch and an official Navy portrait on a CD in .jpg format.

(4) Entry should include assorted products reflecting writing, directorial and production skills. Any final script used in developing the entry products must be included.

(5) Each entry must include a run sheet indicating the nominee's name and contribution to the segment (e.g., writer, producer, reporter, etc.), run time, first air date and location aired. Do not attach the run sheet to the tape; enclose it with the entry form. Audio and video entries should be submitted on a single media.

k. **Outstanding Flagship Television Program, Category P.** This award recognizes the overall excellence of the flagship television programs from the service branches at the Department of Defense Thomas Jefferson Awards. It applies to Navy/Marine Corps News only. Use of commercial or contract facilities to produce the programs is allowed as long as the military organization is responsible for 100 percent of the content and structure.

(1) Submit two programs. One must be the first program aired in March 2004 with the second program chosen by the production crew.

IV. Navy-unique Categories

a. ***SITE TV Newscast, Category Q.*** On a single tape, enter one entire newscast aired during calendar year 2004.

b. ***SITE TV Spot Production, Category R.*** On a single tape, enter one spot (up to 60 seconds) aired during calendar year 2004.

c. ***SITE Open, Category S.*** On a single tape, enter one SITE production (other than a spot or newscast) limited to 60 minutes and aired during calendar year 2004.

BACKGROUND PAPER

Category M: COMMAND INFORMATION CAMPAIGN
(Name of Command Information Campaign)
(Submitting Unit)

CAMPAIGN REQUESTER: (Who requested service?)

EXAMPLE:

Commander, Naval Reserve Force, New Orleans, LA

CAMPAIGN OBJECTIVE: (What did the customer hope to accomplish?
Include any pertinent initial benchmark statistics.)

EXAMPLE:

Objective 1: Reduce numbers of phone calls from community on construction products. (Current 50 calls/day.)

Objective 2: Reduce complaints on outdated facilities scheduled for construction. (Current 20 calls/day.)

Objective 3: Prevent injuries in the construction areas.

TARGET AUDIENCE: (Whom did customer wish to reach? List primary and secondary audiences, if appropriate.)

EXAMPLE:

Objectives 1 & 2: Child Care Center - Military member and/or spouse with children; Barracks Reconstruction - Enlisted members living in or on waiting list for quarters.

Objective 3: Primary: Children and adults living/working in/around construction areas. Secondary: All community members.

SUMMARY OF ACTIONS TAKEN: (Brief chronology of campaign from initial request to end of campaign - if campaign is finished. Include coordination with other organizations in supporting the campaign, such as the local public affairs representative. NOTE: On-going campaigns must have started during 2004.)

CAMPAIGN RESULTS: (Summary of goals achieved and how successful the campaign was. Include any changes to initial benchmark statistics pertaining to each objective, survey results or customer feedback.)

Enclosure (6)

BROADCAST PRODUCTS & AIR HISTORY
for
(Name of Command Information Campaign)

(Identify all broadcast products used in support of a campaign
and its air history summary.)

EXAMPLE:

3 - 30 second radio spots	3/day - week 1
3 - 30 second radio spots	3/day - week 2
3 - 30 second radio spots	3/day - weeks 1-3
6 - TV news stories	2/week
3 - 1-hour live radio phone-in shows etc.	1/week